

ORDER



Orders
Order / Rev: 712301 - 1
Alt Order #: 6308172
Product Desc: JOHN THRASHER CAMP
Estimate: 447
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/07/12 / 10/10/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Thrasher For Senate
Demographic: A35+
Product Codes: PL-State/Local
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru: 08/07/10
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	26	\$15,400.00	\$13,090.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$15,400.00	\$13,090.00	0.00
Totals	26	\$15,400.00	\$13,090.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	37%	\$15,400.00
Market	100%	\$41,621.62

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$832.43
WCWJ	0%	\$0.00
WJXT	26%	\$10,821.62
WJXX	4%	\$1,664.86
WTEV	31%	\$12,902.70

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WTLV	10/13/12	10/14/12	Sa-Su 6-630p	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$160.00	P-3	0.00	NM	1	\$160.00
				Sa-Su 6-6:30pm											
				add 1x											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		2				\$160.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WTLV	10/08/12-10/14/12	Sa-Su 6-630p		Sat-Sun 6p-6:30p	-----SaSu	:30		(\$160.00)		0.00	NM		
				Credited											
E 12	WTLV	10/14/12	10/14/12	Meet the Press	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
				Sun 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$400.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WTLV	10/14/12	10/14/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/08/12-10/14/12		Meet the Press	9a-10a		-----Su	:30		(\$400.00)		0.00	NM		
Credited															
E 15	WTLV	10/15/12	10/15/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/15/12-10/21/12		Today Show	7a-9a		M-----	:30		(\$400.00)		0.00	NM		
See MG 15.2															
[NA/Oversold] at order															
2	WTLV	10/15/12-10/21/12		Today Show	7a-9a		(8:00 AM-9:00 AM)-----	:30		\$800.00		0.00	NM		
Ⓜ MG for 15.1 10/15															
[rate up]															
N 21	WTLV	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	Sat. various	-----S-	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$160.00		0.00						
N 22	WTLV	10/11/12	10/11/12	Today Show II M-F 9-10am	CM	9a-10a	---T---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$400.00		0.00						
													Totals	26	\$15,400.00